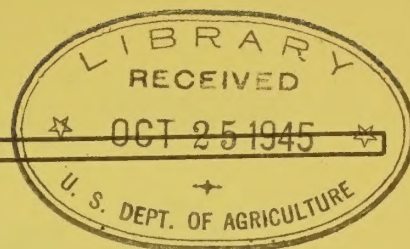


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AAA Information CALENDAR

MAY, 1941

This Month

THE BIG JOB AHEAD

The most important job facing all agricultural workers today, and in fact for many months ahead, is to put into operation with the utmost speed the plan announced by the Secretary on April 3 to convert our Ever-Normal Granary supplies of feed into an ever-normal food supply for the democracies of the world. This is an adaptation of the AAA program which continues in full force.

In planning information work it should be kept in mind that the primary purpose is to convert feed supplies into pork, poultry, eggs, and dairy products and not primarily to increase feed supplies, which are abundant now.

Plans for a comprehensive educational campaign to make this plan effective are now in the making. As this is written it is impossible to give more than a preliminary idea of what will be done.

The educational task is three fold: The first is the job of informing farmers who will actively participate in the program. This means hog, dairy, and poultry producers. The second task is to make clear to producers of the export crops, such as cotton, wheat and tobacco, that for them the need for the AAA program is greater than ever. Third, and by no means least, there is the overall job of reporting to the public on the whole job.

Departmental information committees, one each to deal with hogs, dairy products, poultry products, and vegetables, have been set up to work out plans and prepare materials to be used in carrying out this three-fold task. You will be informed on the work of these committees as rapidly as possible.

In this campaign there is particular need to be careful and accurate in our information. Important objectives are at stake in this battle for production. We must avoid misunderstanding or confusion which could cost the victory.

For in this hour of national emergency agriculture has a call to perform great service for the Nation. It is a challenge farmers welcome. With leadership and information to point the way, they will get the job done quickly and effectively.

PREPARED BY THE DIVISION OF INFORMATION, AAA, FOR USE OF STATE
AAA OFFICES AND EXTENSION EDITORS.

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Tip on Coming Events and Developments in AAA

Wheat Marketing Quota Referendum -- Here are suggestions on information work for the final weeks:

Goal to Go. -- By May the wheat marketing quota referendum will reach its climax. Check now your plans for all work scheduled prior to May 31 in order not to overlook any essentials.

Points to stress:

(1) Farmers have in their own hands the power through the democratic processes of a referendum to decide whether or not they will get a fair price for their wheat this summer and fall.

(2) In times like these, good-sized reserves of wheat are good sense. But the national welfare makes even more imperative the safe storage and orderly handling of those supplies so that wheat farmers will not face the chaos of uncontrolled marketing and price collapse.

(3) The quota provides for free marketing of all wheat produced on the acreage allotment, which means that consumers have ample safeguards for plenty of wheat at reasonable prices and that program cooperators may store, sell, or feed all they produce.

Press. -- Several weekly press releases from Washington are on the way. These deal principally with background and over-all material. A mat layout for release at time of the proclamation should reach States early in May and another layout for use a day or two before referendum is scheduled for delivery about the middle of May. Both mats will be distributed according to orders entered in the referendum materials questionnaire.

Radio. -- Radio will play an important part in the remaining weeks and therefore special attention should be given now to this phase of the program. Transcriptions will be mailed to all except Northeast States in the latter part of April on basis of requests made in questionnaire. These carry a talk by the administrator on one side and by the regional director on the other. Each speaker also gives two or three one-minute answers to specific questions. Additional copies of transcriptions may be obtained upon request.

Direct Contact. -- Direct contact, either through personal visits or mail, with farmers, merchants, bankers, and all community leaders remains the keystone of the referendum campaign and this cannot be over-emphasized. In contacts with county and community committeemen in the time that's left.

Personnel of other agencies in Department of Agriculture has been supplied with over-all quota material so that they will be in a position to answer questions about the quota. If you have not already checked with representatives of other agencies in your State, put it on your calendar because many of these folks may need and want local material.

The quota movie, "Farmers in a Changing World," should have reached you by the first of April. The quota film strip, "The Background of Wheat Marketing Quotas," is being distributed. Both will serve to attract attendance at community meetings if properly publicized. The film strip, in particular, will be most effective if fitted into a discussion program.

Displays. -- Reports indicate many States are using window displays to tell the quota story and to remind farmers of the voting date. States having crop insurance window displays will have received picture inserts by this time.

Dates and Deadlines. -- Here is a revised list of dates to replace the one in the March Calendar:

<u>Date</u>	<u>Region or State</u>	<u>Event</u>
May 1	NCR-WR	Closing date for signing 1941 Farm Plans (except South Dakota range area)
May 31	Wheat states	1941 National Wheat Referendum
May 31	NER	Final date for enrolling allotment farms in 1941 farm program
June 10-13	ALL	National AAA Conference, Washington

<u>Date</u>	<u>Region or State</u>	<u>Event</u>
June 14	Cotton States	Final date for filing intention to participate in 1941 Supplementary Cotton Program.
June 23-27	Range states	Range conference and tour in Idaho.
June 30	Ky., Tenn., Va., W. Va.	1941 Program year ends.

Check with State committees for other dates, including those for disposing of volunteer wheat and certain soil-building or range conservation practices.

Miscellaneous AAA Informational Tips

Nutrition -- Increasing public interest in nutrition, aided by the National Defense program is bringing demand for more information on the subject. A number of publications are available in the state office which contain background information. One of the best of these is "Food and Life", the 1939 USDA Year Book. Other sources of information are the Outlook Report for 1941 on farm family living, "Feeding Farm Folks" (SRAC-7), "Diets to Fit the Family Income", (USDA Farmers Bulletin #1757), and "Elements of Life", published by the University of Tennessee and recently sent to AAA State Offices. Two new publications are reviewed in the publication section of this calendar.

Don't overlook the opportunity to point out that farmers through the AAA farm program have taken steps to create reserves of soil fertility, to restore essential elements previously taken out of the soil which have a direct relation to individual health, to produce and maintain large supplies of essential farm products, and to stabilize prices so that consumers may have adequate foods without great sacrifice.

Importance of Gardens -- Extension Services in Tennessee, Kentucky, Virginia, and North Carolina are cooperating with the Supplementary Cotton and Food Programs in training committeemen, farmers and farm women regarding balanced diets and proper vitamin content. Similar work is probably going on in other States and may be considered as a part of the nutrition campaign now underway. In this work Extension people are stressing importance of home gardens as the starting point for a balanced diet. There must be balance in the garden itself if a family's diet is to be balanced.

East Central Closings -- The very early closings of the 1941 program year in Virginia, West Virginia, Tennessee and Kentucky make it necessary to advise farmers that they have little time left in which to place orders for lime and phosphate and carry out practices for credit this year. Orders for lime and phosphate for the current year received after May 15 will not be handled from those States.

Cotton Mattress Expansion -- The cotton mattress program is expanding into new areas and is now in operation in New Hampshire, New York, New Jersey, Massachusetts and Pennsylvania. In the North Central Region, peak activity is expected in May before the summer let up. It is estimated that it will operate in 650 counties of the Region this year. Information activities should be planned with the knowledge that there will be a summer let-down and that May will bring the greatest activity in this program until late in the fall.

In this connection we refer you to Extension Circular Letter, Miscellaneous No. 18-41, dated April 5, 1941, calling attention to the necessity of utmost safety precautions against fire in the mattress making center. The letter reports an example of unsafe working conditions and resulting tragedy.

AAA Anniversary, May 12 -- This date marks the eighth anniversary of the approval of the Agricultural Adjustment Act of 1933 and the beginning of the first AAA farm program. The date can be used as a peg for press and radio releases pointing out the progress farmers in the State or County have made in using the AAA program to meet their problems, particularly in conservation and improvement of farm income.

The Month at Large -- Anniversaries and celebrations in May: 1st, May Day, Child Health Day, and beginning of National Egg Week (1 to 7); 4th, National Employment Week begins; 10th, Confederate Memorial Day in Kentucky and North Carolina; 11th, Minnesota admitted to the Union (1858), Raisin Week begins (11 to 17); 12th, anniversary of approval of AAA Act of 1933; 16th, National Cotton Week begins (16 to 24); 18th, Foreign Trade Week begins (18 to 24); 23rd, South Carolina admitted to the Union (1788); 29th, Wisconsin admitted to the Union (1848); 30th, Memorial Day in many states.

The Calendar Idea Exchange

State News Mats -- Proofs arriving from the contractor show that the states are releasing more news mats than previously. Some recent jobs: Mississippi prepared a four-picture layout for a four-column mat showing steps in AAA terrace practice. First picture showed farmers in a gullied field studying method of running terrace lines. The next picture showed an inspector measuring a terrace. Pictures three and four showed a power terracing unit at work and details of a wooden V-shape drag. Each of the pictures was taken in a different county, which should have increased its use in newspapers.....Idaho had a good mat tying in with the program to divert No. 2 potatoes to livestock feed.....Kansas made the arrival of the first car of AAA superphosphate the occasion of a news mat, also plugging its use with bromegrass. Picture was close-up of farmer holding a bag of the 'phosphate to camera view.....Proofs of an extensive series of mats prepared by Missouri to show various phases of soil-building and soil-conserving work indicate that the State office may be starting a library of mats for use in special editions, etc.

New Calendar -- Iowa and Michigan have initiated State information schedules. Wisconsin, Illinois, and New Hampshire Calendars, were reported recently. Michigan Calendar incorporates features of a newsletter and information schedule. Iowa calendar for April was model of brevity: 8 informative pages for April were listed on one mimeographed page. Better to schedule an information program which stimulates and achieves than to lay out such an extensive program that nothing will be undertaken. Where the calendar doesn't quite fill the pages, how about illustrations to brighten copy and command attention?

West Virginia Edition -- Special farm edition of Clay County Free Press (Lanham) had 444 articles and pictures. . . . Lighthouse Watson, State office correspondent, had a prime place in April West Virginia Farm News written as development of 444 program in Raleigh County. Article included success stories of several farms in program. West Virginia has made strong point of such county stories in past two years.

Farmer Labor Unity -- St. Joseph County, (Indiana) 444 Commitment met as 1444 guests at a farmer-businessman meeting on March 12, representatives of labor, industry, and county businessmen. As a result of this, the local union of automobile workers has extended invitation to all farm groups to send at least 2 "dirt farmer" members each week to sit in on regular weekly meetings of the union as guest observers. The union has to suggest similar action throughout the Nation.

Good Farm Method -- Our bats are off to someone for a good summary of accomplishments in Winfield Soil Conservation projects. The story did not stop with the dry figures but included purpose of each practice reported. They're excellent: "Over 22,500 acres now has some type of crop cover or dry weather practice cover which will prevent wind and water erosion."

Book Contest -- South Dakota State Office has announced prizes for the three best sweep books on various phases of 444 program. An essay must accompany the books. Rural boys and girls age 12 to 14 are eligible. Contest closes August 9, 1941. Prizes total \$10, and recognition will be given by showing the winning book at the State Fair.

Too Many Illustrations! -- From a county committee resolution offered at 1444 State 444 conference, January 20-23, recommended "that county committees be interested from a point of the information contained in such letters rather than putting too much emphasis on cartoons. Such letters should be brief and to the point."

Summary of the States -- With each release to a county office, California 444 supplies a form on which to paste clippings of the story for return to State office. . . . The Louisiana office provided a by-line article by Editor being summarizing current program activities for the March issue of Arkansas Farmer, state farm magazine. Local pictures made excellent illustrations for the timely piece. . . . Michigan has issued a compilation of facts and figures for its committeemen. Data covers population, physical resources and geographical data. Last half deals with 444 facts and figures. The content is statistical, not interpretative. . . . Kansas released one-page summaries of 3 USDA "action" newsletters -- FSA, SCS, CCC, FGA, and GMA -- to county offices . . .

The News Beat -- State news story subjects noted in our mail: Georgia converted total conservation materials used under 1940 program into a train 20 miles long. Another Georgia Extension release to dailies quoted 5 farmers of a county on a questions regarding forest conservation -- a good device to get points across. A third Georgia release was based on increased value of Georgia farms which could be credited to land improvement practices.....A Kansas county agent credited pond construction with restoring life to failing wells.....A North Dakota release quoting the NDAC Extension Service entomologist pointed out freedom of farm and stored wheat and grain from insect damages.....A release of the Utah extension service called attention to advantages of removing old fruit trees, also cited AAA assistance in this program.....Virginia AAA used results of a questionnaire on use of lime in peanut rotations for a news release. The story gave percentages of "yes" and "no" answers, and some typical comments. At end of story, advice on proper lime use was given. Questions and answers on use of phosphate was the basis of another Virginia release.

House Organ Notes -- Under the heading, "What Farmers Can Do For Defense," Arizona AAA News points out that well-informed farmers are an asset to defense, urges committeemen to do more informational work.....Arkansas AAA News usually carries reports of good work by one or more counties. In every issue appears rather complete report on soil-building progress in an outstanding county..... Illustrations in the California AAA news are often on the light side -- but always well drawn.....AAA News for Kansas noted that state farmers had "lost" \$2,800,000 through commercial storage of wheat, advised more farm storage space. Another article for wheat growers showed how growers used flue-cured tobacco marketing quotas. Illustrations brightened the March issue.....The March 20 issue of Missouri AAA Facts-Figures carried an original cartoon portraying non-cooperator as taking free ride in trailer attached to cooperator's vehicle, drawn by a horse representing the Farm Program. Over the non-cooperator's tow-line is suspended the shears of marketing quotas.....The Thurston County AAA, Nebraska, issues a county newsletter named "Triple-A-Tattler." Excellent job of mimeographing..... North Dakota AAA News keeps committeemen up-to-date on new informational materials.....Thanks to the Oklahoma AAA office for recent issues of its committeeman letter. Editorial content is well-balanced, and heads are lively.....The April Oregon AAA Bulletin gave 2 pages to material from the new USDA periodical Agriculture in the Americas.....Utah AAA Farm News makes effective use of small spot illustrations to lighten pages. A front page cartoon spells out ACP as Abundance, illustrated by a truck full of grain, Conservation, shown by a farmer loading a spreader with phosphate, and Parity, showing a farmer busy on farm account book and money on the table.....The Wyoming AAA News for March carried a number of suggestions for county information activities a la Calendar.

Developments in the Commodity Programs

Wheat Parity -- 1941 wheat parity payments will get under way during May in most of the winter wheat area, except in the North Central region where parity and other payments will be made at the same time.

Commodity Loans -- Involvement in the commodity loan program which will start this month:

Maturity Dates -- April 30 is maturity date for all loans on 1941 warehouse-stored wheat and barley and for all 1939 restocked wheat and barley loans. Loans on 1940 farm-stored wheat, rye and barley were made for 12 months and some will be maturing in May. Beginning in October, 1940, grain sorghum loans were made for 8 months with the last loans made on January 31, which means loans will be maturing through September.

Extension -- Loans on 1940 farm-stored wheat, rye, and barley which is in good condition are eligible for extension to April 30, 1942.

Storage -- Administrative personnel has been asked to urge all grain farmers to check now on whether they will have sufficient storage to take care of their 1941 crop. This is a point that can well be stressed in the approaching weeks. Attention may also be called to the fact that ACF personnel may be assigned for construction of new farm storage in case this has not already been done.

1941 Announcement -- If a 1941 wheat loan program is approved, announcement of rates and provisions will probably be made in May.

Suggestions for May News Stories

Sign-Up Closings -- The closing of farm plan sign-up in the West Central Region States on April 15 and in all States of the North Central and Western regions on May 1 opens the way for stories on 1941 participation. Where the facts exist, stories may point out that increased participation signifies farmer's general belief that the best way to aid defense is to participate in the farm program. Stories should also touch upon outlook for more conservation, small farmer participation, and extent of farmer use of the education materials program.

1940 Program Results -- Tabulations of performance under the 1940 program should be available in many States. These offer much material for a number of stories reporting 1940 ACF achievements, particularly conservation. Where one or two commodities, such as corn, cotton, rice, wheat, or tobacco, are dominant, the story might also point out how the program benefited farm income from the commodities.

Deferred Grazing in North Central Region -- In the range program deferred grazing begins May 15, and a possible lead for a story is: "Beginning May 15, _____ acres of land in _____ will be retired from pasture as a conservation measure, etc." Continue to point out that this land is being withdrawn from use in order to improve State's livestock producing capacity. There is a possibility of a tieup with the food program now underway, since better pastures or better range mean more food for more beef cattle.

Conservation Materials -- In the North Central Region particularly, May will be a third successive important month in the program. Delivery of limestone, superphosphate and other materials to farmers will be at a peak in the early part of the month, will slack up late in the month. In some States and Counties it may be possible to prepare report stories on conservation materials late in the month. This year, 650 counties of the Region are approved for limestone and 689 for superphosphate.

Soil Building Practices -- A balanced AAA news diet for May should contain stories of the conservation phases of the program and excellent possibilities may be found in this schedule of activities for the month.

East Central -- Practically all conservation practices, except tree planting, will be carried out in the Region during May. Principal practices are: application of lime and phosphate, some seeding, terracing, green manure crops, construction of dams, and gully control work.

North Central -- Spring seeding of legumes and grasses, application of conservation materials, pasture improvement through contour and seeding, terracing, building of dams and establishment of soil water ways are practice possibilities in May.

Northeast -- Practices which will be carried out this month include application of lime and superphosphate, seeding of alfalfa and clover and tree removal.

Southern -- Seeding summer legumes and strip cropping are likely to be carried out this month in general farming areas. In the range areas, deferred grazing period begins in some counties and building of spruener dams, tanks and reservoirs will be underway.

Western -- Many practices listed in the handbooks must be completed by specified dates or must be continued over fixed periods. Since these dates vary by states, see your committee or handbook for details. Among practices affected are summer-fallow tillage, pit cultivation, contour listing, tree planting, seeding practices, deferred grazing, eradication or control of perennial noxious weeds, strip cropping.

Most of the practices listed in the handbook will be carried out to some extent during May. In addition to the list above such practices as construction of dams, development of springs and contour furrowing may be added.

May Features -- In many states Extension Service may have covered the ground thoroughly, but where it hasn't been done, it will be good to prepare a feature story on the farm family garden. The article could point out what to plant in a well-balanced garden and how to plan a garden so as to get benefits of early spring truck, plus benefits of midsummer nutritious vegetables, plus benefits of late summer products for canning and storage. This feature might be called "Planning a Vitamin Supply" and should state just what a family needs for better diet. One good way to get the story across would be to use a by-line article by some farm woman who has done this very thing before and can give good advice to other farm people. In this way you could also obtain picture material to illustrate the article.

Radio station people sometimes feel they get all the "dirty jobs," and when there's something "good" the papers get to first.

[illegible]

It isn't easy, though. Many scripts have been junked -- or should have been -- as new developments in national policy came about. Time commitments have to be met sometimes when we're not quite ready. And that leads to the danger of gutting out all information or something containing no information.

Radio Pillars - The Ohio State office mailed to principal radio stations a copy of its radio "Pillars," one to a page, first station was WYOH April. The pillars played Farm Plan sign-up and urged farmers to consult the county FFA committee before the May 1 deadline. The pillars range from 30 to 45 seconds in length. Accompanying letter urged to high percentage of participation of Ohio farmers, and total participation in 1947 program.

Northeast Programs -- May 1, WNY, Schenectady -- 3 reports AAA activities; a
consumer representative, and Stamp Film representative will discuss "What
Do the Consumers Want from the Farmer?" May 9, WLL, Boston -- A. F.
Macomber, Director, will discuss "Agriculture and National Defense."
May 30, WVIC, Hartford -- a New London county commissioner will discuss
"Conserving Our Resources." May 15, WNY, Schenectady -- An AAA representative
and an FMA representative will discuss "Tackling the Rural Labor Problem."
May 25, WDE, Boston -- Harold Baldwin will talk on the subject "At Home
and Afield with AAA."

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1942 Referendum -- One of the State office tasks this month is to keep up with the schedule of speeches and meetings which will mark closing days of the 1942 referendum campaign. Many events will be scheduled on short notice. Effective publicity for the more important meetings or speeches, both before and after, should be considered an essential part of the whole 1942 effort. After the four meetings to be held between April 26 and May 7 at Rapid City, South Dakota, Denver, San Francisco, and Portland, Oregon, there should be known of the schedule for meetings in the Western region.

1942 Meeting -- Administrator E. M. Evans will address farmers of Virginia and North Carolina meeting at Morphotestore, N. C., April 23, in connection with the peanut marketing quota referendum.

1942 Program Planning -- Many county, district, state and regional meetings are planned for May as part of the 1942 program drafting process. States should consider advisability and methods of giving notice of the best suggestions received for consideration of the state, regional and national conferences. Following is the present outlook for principal meetings by region:

East Central -- A regional conference will be held May 5-10 at the Charlotte Hotel, Charlotte, North Carolina. This will be attended by a delegate from each county in the East Central region. The delegate will be the chairman or a member of the county committee, and each will present suggestions from his particular county, for the improvement of the 1942 program, before the conference.

North Central -- May 1 is the deadline for submitting 1942 program suggestions. A schedule of meetings is not available at this time.

Northeast -- On May 12-15, regional conference of state committees, state executive assistants, county representatives, and State office key men will be held in Washington to discuss suggestions for the 1942 AAA program.

Southern -- Questionnaires have been sent out and filled in by farmers at community meetings. These have been summarized in counties and counties are now making their suggestions at state meetings being held between April 23 and May 15. States, in turn, will summarize these and report to a regional conference, to be held in Washington prior to the national conference. (This will start either Sunday or Saturday before the national conference starts on Tuesday.)

Western -- Recommendations for changes in the 1942 program will be done in state and regional offices during the first part of May. These will be submitted for consideration at the regional conference planned to be held just prior to the national conference.

State Agricultural Conference -- At Earl's City, South Dakota, April 22-23 and 24. Montana, Nebraska, North Dakota, South Dakota and Wyoming state committees will be represented.

About the New Publications

"This Is What AAA Is About" (G-103) -- By this time, State offices have received sample copies, if not regular distribution, of AAA's new two-color picture folder. Supplies are limited, and distribution will be made of single copies to State and County AAA Committees. In addition, States are receiving a number in bulk. As a result most effective use of every copy should be the goal. Suggested uses: in county office display windows, or on bulletin boards; on school bulleting boards; at farm group and civic meetings; in bank window displays. Not so far-fetched is idea of putting a copy with magazines in waiting room of a busy dentist or doctor.

"Agricultural Adjustment, 1939-40" (G-104) -- Distribution has been made of the Administration's annual report covering the 1939 program year to State Committees and state agricultural leaders. (By law, only 2500 copies can be printed.) Consult it for best summary of AAA accomplishments and program workings. There is an appendix containing ACP bulletin for 1939, tables of participation and payments, and a good index.

"Agriculture and the Americas" (G-105) -- Like G-103, here is another informative piece of limited issue which should be put to work so as to reach the greatest number of people. Distribution plan calls for one copy for each county agent, county committeeman, and community committee. The landscape map (16" x 21") inside, surrounded by panels of thumbnail information, makes an excellent poster for window display and bulletin boards. Distribution was made to community committees so that each community meeting place would have one map to display. If two copies of the folder are available for display purposes, copy on reverse side should be placed about the large inside spread to tell the whole story.

"Are Ye Well Fed?" -- Here is a new publication which will serve for background information on nutritional levels and needs of United States families. The photograph charts and copy are based largely on the material collected by the Department of Agriculture and Labor, in 1936-37, as part of a large scale study of our American ways of spending and living at different income levels. It is nothing for popular distribution, but should be part of the work kit of every person engaged in educational work in the nutrition campaign. The material furnishes answers to these broad questions: How many of the Nation's families are well-fed? Who are the people with poor diets? Do high incomes guarantee the right food? Does it pay it better diets to produce food at home? Must everyone change eating habits to get what his body needs? What can people do for themselves to get better diets? What can all of us working together do to improve the Nation's diets?

The publication contains at the end a list of more information available upon this subject. It should be of particular interest to State field women and county women.

"Let The Plant Talk" -- This is a 11-fold leaflet of information for home gardeners and lists the basic needs of daily diet. This will not replace the daily diet but will be helpful in work on the nutrition problem. Issued by Bureau of Home Economics, Children's Bureau of Department of Labor, Bureau of Education and Public Health Service.

"Round the World with Cotton" -- In the foreword by Henry A. Wallace, former Secretary of Agriculture, is a brief description of this new book prepared in the Southern Division of AAA. "Round the World with Cotton" presents in simple, scientific style, a story of cotton at home and abroad. It uses easily understood words, photographs, charts, and pictures to tell an entertaining fashion what has happened to cotton since its legendary origin in India 5,000 years ago."

The book is in three parts: the story of cotton, cotton in foreign lands, and cotton in the United States. In addition there is a list of selected references and many maps, charts and pictures related to the principal character - King Cotton. (148 pages.)

Publications -- New editions of "Do We Want To Be Farmers" (G-57), "AAA-Want To Be" (G-99), and "Wildlife and AAA" (G-100), have been issued recently.

Visual Program For May

(Advertising)

WANTED -- Pictures of every kind dealing with references to "Profit" for a few minutes with your camera on April 30, May 31 and whenever farmers are voting on AAA marketing service. The few pictures now available have been used so often that new material is needed. Aim your camera at good "farmotional" subjects, men with strength and character in their faces. Suggest emphasis on close-ups, plus a few group shots. Forward samples of your work through the regular channels, AAA, Washington, D. C.

*Profit means recognition and thanks.

Garden Pictures -- May is an excellent month in which to get pictures of home people working in gardens and also pictures showing progress of the gardens, particularly in East Central and Southern Regions. As the food and supplementary cotton program develops, such pictures take on greater importance. Suggested pictures are people setting up home plots, plowing, planting, and cultivating gardens. Camera men should try to get children into the picture. When the pictures are used, start lines with tie in with nutrition and defense.

Film Strips -- Need a good script for a local film strip? Here are two ideas which would not involve too much script trouble or picture problems:

"This Is What AAA Is About" -- the new AAA two-color picture film (see the Publicity Section of Circular) may be presented with a film strip in which local pictures are substituted for those in the film. The film strip should hit hard on the points which are of greatest local or state interest. Since the picture legends and much of the copy is ready, much of it can be lifted intact for the strip. We shall be glad to hear what use has been made of this suggestion.

Range Strip -- A Kansas Extension Specialist declared that water is the most valuable commodity in his state. "One and one-fourth billion acre inches is given to Kansas each year as rain," he points out. This has a potential value if used properly, of three billion dollars annually. If stored in ponds and reservoirs, the water saved is worth 1/3 of a billion dollars annually. If it runs away, this value is lost and the water may even cause damage.

With these points as a beginning, a strip might go on to point out what farmers and ranchmen of the state or area have done to conserve this valuable commodity and to turn it to good use.

Practice Pictures -- In the South, lespedeza should be up enough to make a good photographic subject. There is not enough pictures of these types of practices to meet every need and anything you take this month will help to fill gaps in the file. Take advantage of improving light conditions to add to your collection of color slides.

Fire Insurance Visual Aids -- In May, FICG will make available a new film strip designed for interest of farm women. "Home Security" is the title.

Additional copies of the 16 mm sound color film "Men Who Grow Wheat", will be released in May. All wheat states are being offered a 2-column cartoon news reel showing farmer discussing purchasing of a new tractor made possible by wheat indemnity. Several other news reels are in process and will be offered to states soon.

This is a time to make distribution of the new color poster, "Are You Prepared?" to counties having winter wheat. It is suggested that at least four be placed in every community. Good spots for posting are the banks, implement agencies, elevators and the post office.

At the End of the Month -- The Department's new food program should be the theme of many window displays. Typical window display might show two groups of products, one being the products for which additional production is not needed now, and the other group showing the products which are the subject of the campaign to convert over-normal primary food supplies into food supplies. These products may be represented by toy models, by cut-out pictures, and by the products themselves. Another point which would fit into a display of this type is the representation that America has plenty of feed supplies to put the program into effect.

Additional Program -- Materials which will be available for rental and use now include a new portable exhibit, a new background exhibit poster, a 5 or 6 minute sound cartoon movie, and a new booklet of suggestions for use in building local exhibits. A new state fair exhibit will be built this year, although states may use the 1940 state fair exhibit and the exhibition exhibits. In addition, states may obtain special photographic arrangements for use in adapting the larger exhibits to 1941 use. Factors in developing new state fair exhibits are made in belief that there is an accomplished results comparable to costs, and expense therefore should be placed on smaller exhibits.

Background Poster -- "For the Common Defense" (a phrase from the Declaration of Independence) is the caption for the 1941 background poster which will be out about July 1. Poster has patriotic theme, colors of red, white, blue and black. Central figures represent agriculture of the four sections of the Nation.

Illustrations for May

In Tune With the Times -- The illustrations attached to this calendar are aimed chiefly at current events, among them the developing interest in education as a phase of national defense and the plan to produce more of certain needed food products. In addition, there are a few spot illustrations which may be used any time.

Conferences -- Heading the picture parade this month are two illustrations which recognize an important phase of AAE educational work -- dissemination meetings. There's one for the women and another for the men. You might use these on mimeographed leaflets, letters and similar material.

"Enriched Soil" -- Here is a drawing to use when pointing out the farm program's relationship to the nutrition campaign and that farmers have made great progress in reconditioning the soil and adding such elements as phosphorus which benefit consumers.

"Roads for Defense" -- Inspired by the Ever-Normal Granary food plan, the committee has prepared two illustrations, Numbers 4 and 5, which tie in with the project to convert existing feed supplies into meat, dairy and poultry products. Number 4 shows three fat porters ready to go over the top for democracy, complete with tin helmets. Illustration No. 5 shows that the three beneficiaries of new attention have equalled under the banner of democracy. It is suggested that the drawings be used judiciously, so that they will not be taken in jest or attract criticism.

Number 5 may be used where there is a local committee to improve farm storage facilities, particularly in the wheat regions. This picture also establishes a parallel between the construction of army cantonments and the country and the construction of new granaries -- both for defense purposes.

Wheat Buyer Reading -- In the event the state or county wishes to get out a special letter on the wheat marketing quota requirements, number 10 may be used for this purpose. The line copy should point out that marketing quotas

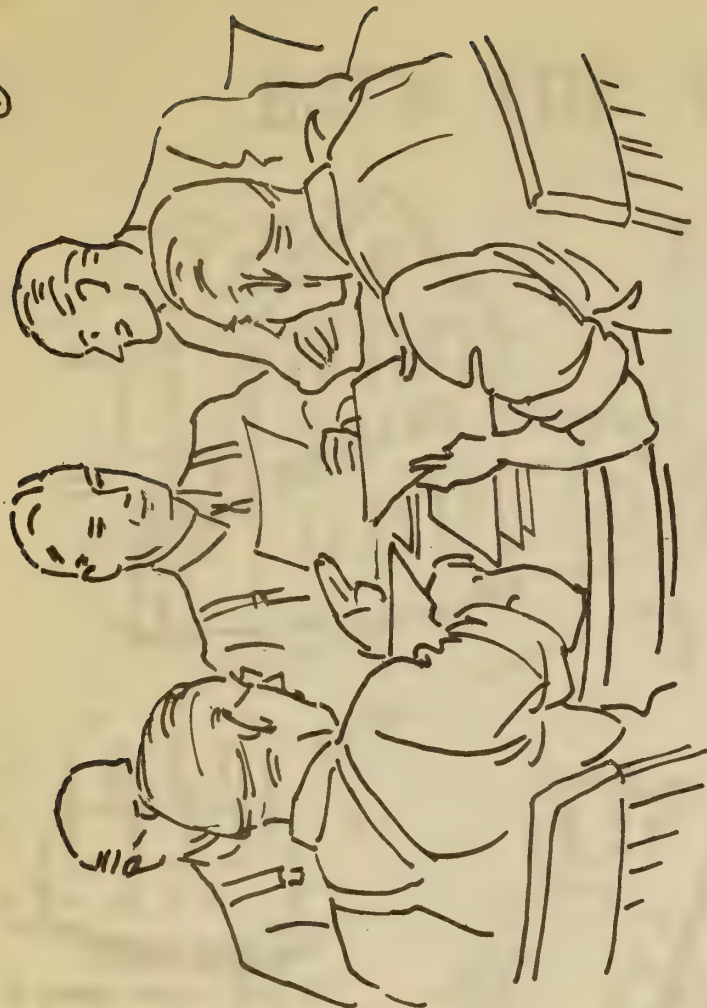
can hold the wheat surplus in check and prevent a wheat price boom. The wheat surplus is under the shadow of this flood.

"The South Illustrations" -- Number 13 may be used with any telling of the 13th anniversary of the 13th day of May. Number 14 is a special feature. Week, which runs from May 16 to May 24. Since this is probably a trade promotion event, you may not want to devote much space to it. Number 15 is a reminder that farmers will vote May 31, on the wheat referendum and Number 16 may be used to illustrate any copy extension. Three principal points, such as the 3-fold information task in connection with the new (and 100,000 over 100). Number 17 is a special feature. It is possible that some county associations might find it useful as material prepared for farmer-conferences or farm and town meetings. Numbers 11 to 14 are illustrations intended for use with appropriate copy. In the event you are 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000. Newsletter, number 12 can be used to brighten the copy. Number 13 offers a good symbol of industry. Number 14 is representative of modern country schools today.

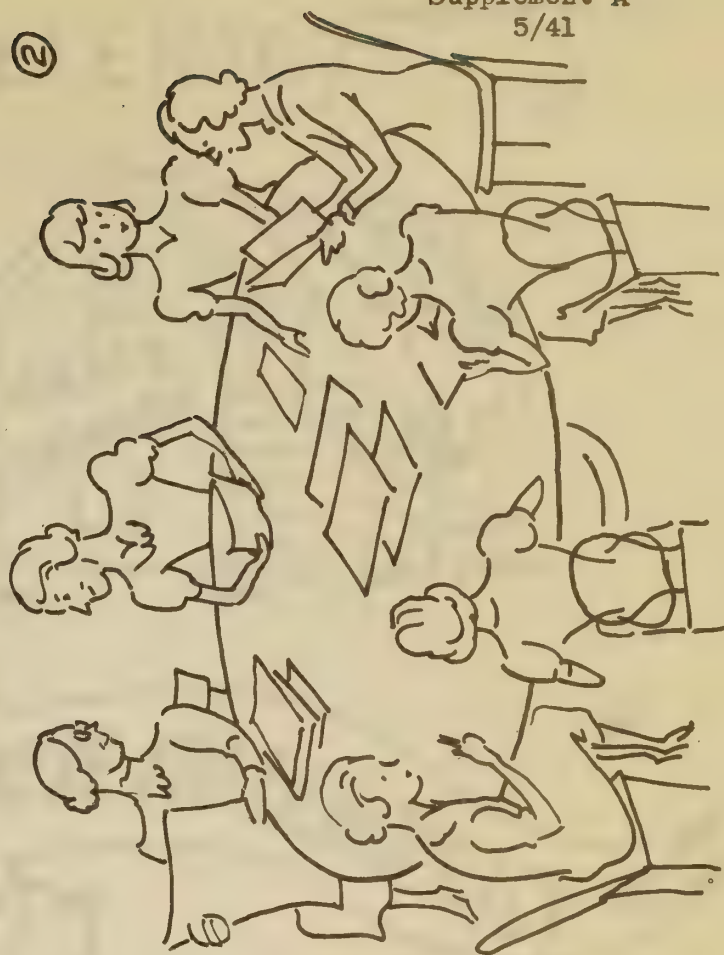
Ordering Material -- Since North Dakota and New Mexico have placed standing orders for enough copies of the material illustrations to supply you in case of their counties. In the event you believe that your counties could not obtain a like service, you may obtain the necessary material by requesting that it is better to place a standing order than to wait and order only when in which you are interested, because some time is required to fill special orders.

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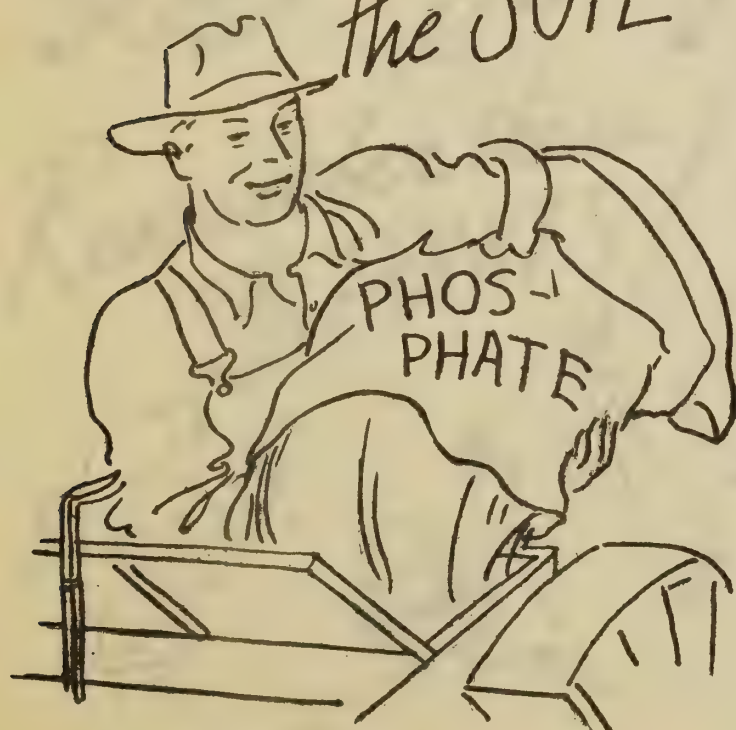


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"Good Nutrition
begins with
the SOIL"

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④

"We're on the Defense line
for DEMOCRACY"





for DEWICKEN, with change from 1970-1971

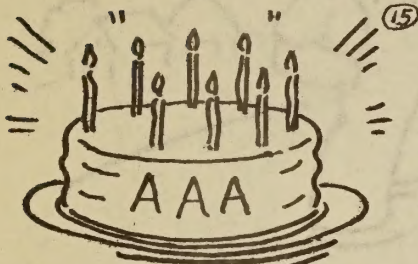
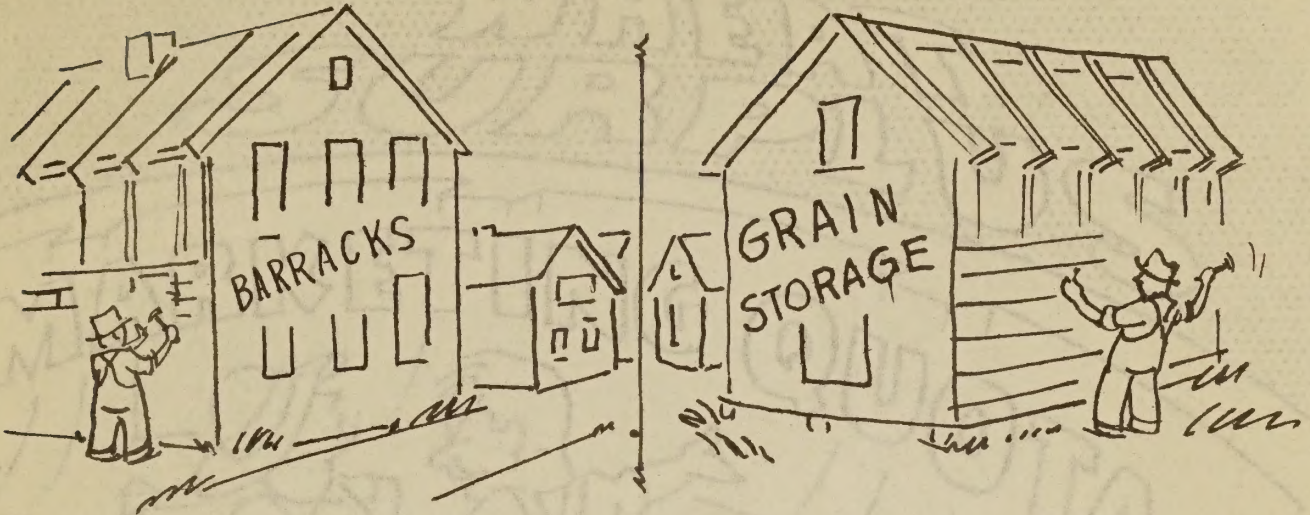


Good Nutrition
Pediatrics with
the 2015

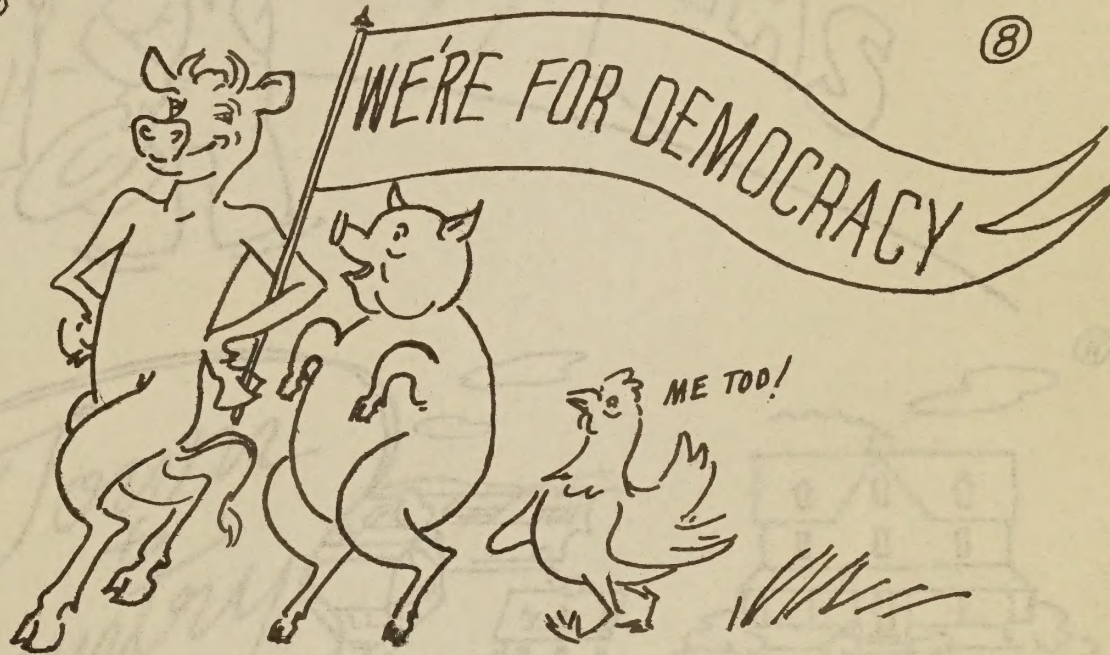
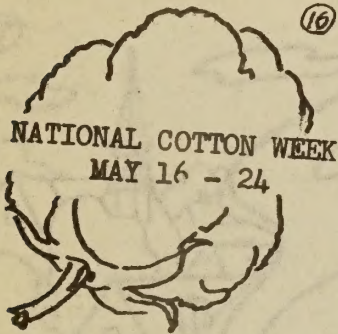
PHOTO
2015

BOTH FOR DEFENSE!

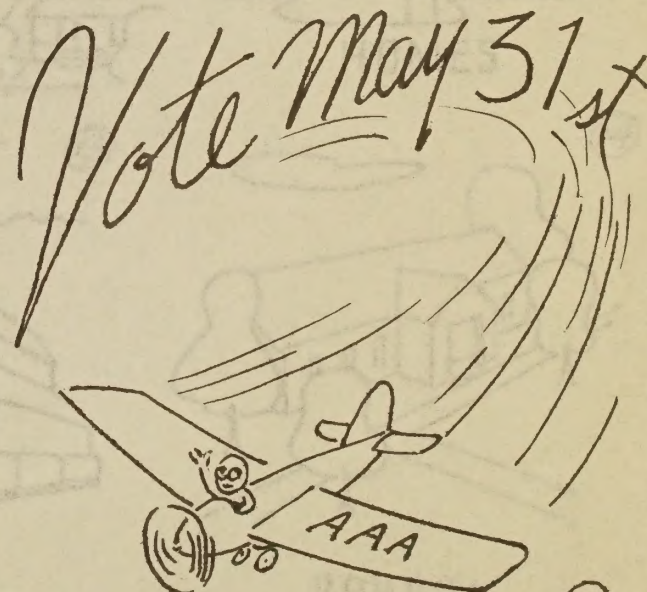
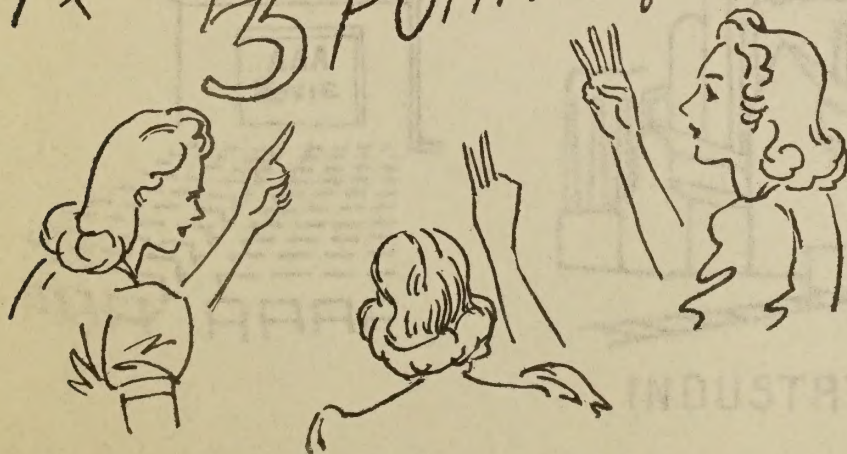
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8 years old - May 12



Remember these
3 POINTS!



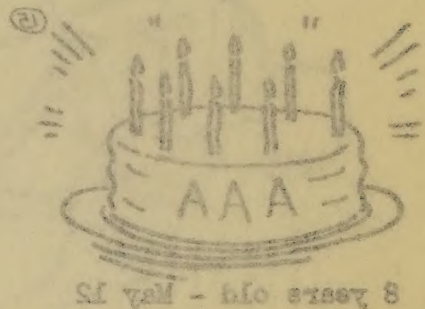
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BOTH FOR DEFENSE!

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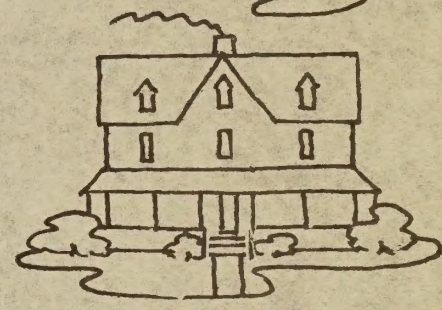


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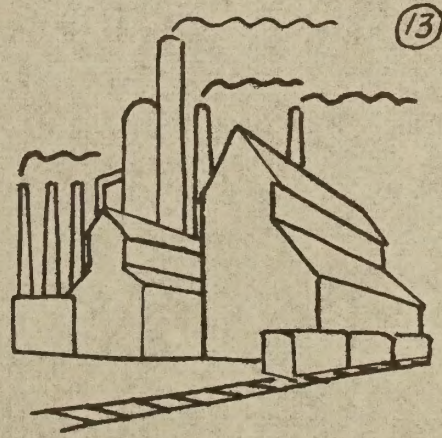
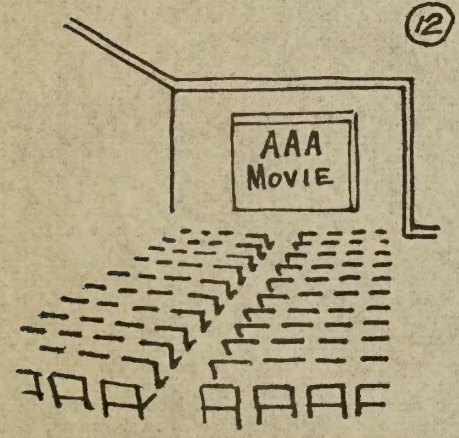


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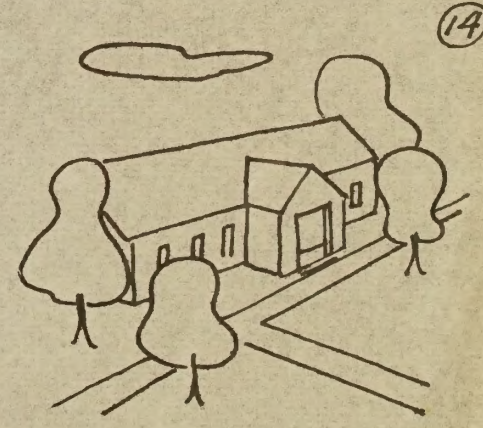
WHEAT SURPLUS MARKETING QUOTAS



HOMES

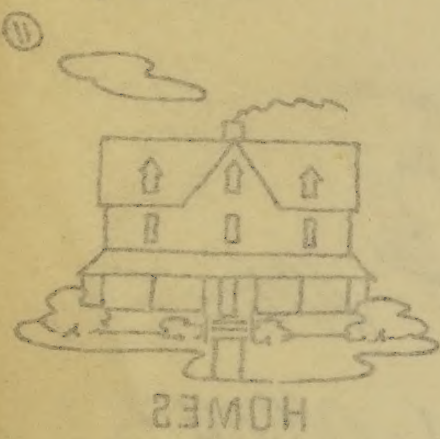


INDUSTRY

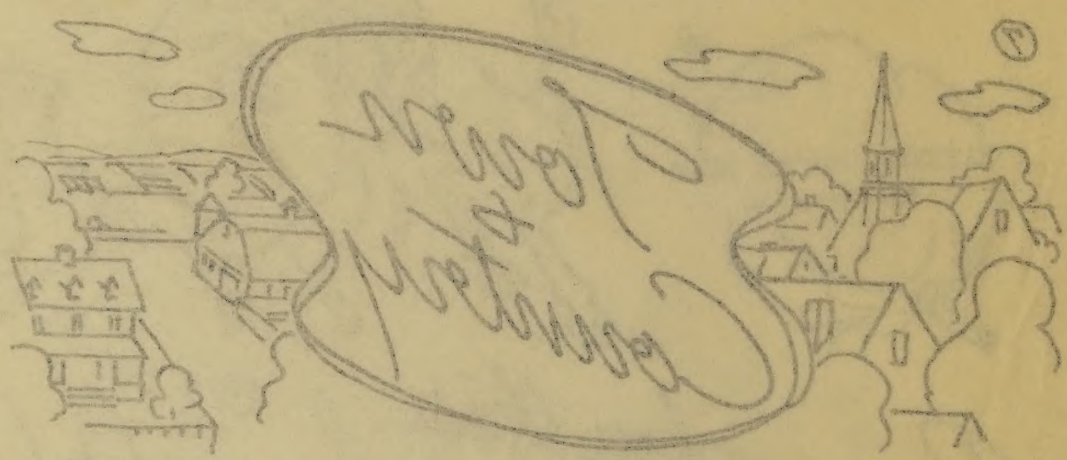


SCHOOL

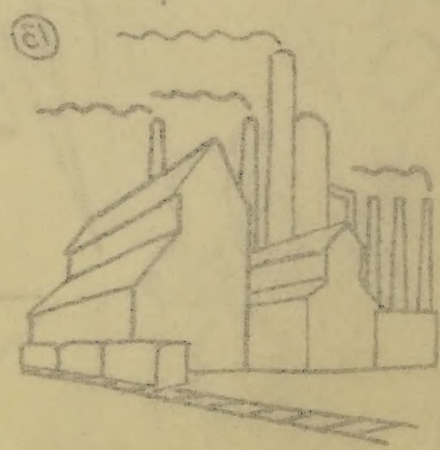
MARKETING QUOTAS SURPLUS WHEAT

HOMES



SCHOOL



INDUSTRY

